

Message Text

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ORIGIN STR-07

INFO OCT-01 EA-10 ISO-00 STRE-00 AGRE-00 CIAE-00
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DRAFTED BY STR:SSCHWAB:JT
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SDA:RSCHROETER
STATE:HKOPP(SUBS)
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TO AMEMBASSY TOKYO PRIORITY

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E.O. 11652: N/A

TAGS: A

SUBJECT: STRAUSS-USHIBA FOLLOWUP: DRAFT PRESS RELEASES
FOR BEEF AND CITRUS GROUPS

REFS: A) TOKYO 2678; B) TOKYO 3336; C) STATE 36437
D) STATE 40364

1. PER TOKYO 2678 AND TOKYO 3336, THE FOLLOWING ARE
PROPOSED PRESS RELEASES FOR STRAUSS-USHIBA FOLLOW-UP:
BEEF AND CITRUS TEAMS. STR AND DEPARTMENT OF AGRICULTURE
WILL ISSUE JOINTLY.

2. PROPOSED RELEASE ON BEEF TEAM VISIT, TO BE ISSUED ON
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THURSDAY, MARCH 9 WITH ADVANCE COPIES TO CONGRESSIONAL
LIAISONS.

TEXT OF RELEASE:

U.S. BEEF EXPERT TEAM TO VISIT JAPAN

WASHINGTON, MARCH 9, 1978 - A TEAM OF U.S. BEEF INDUSTRY EXPERTS LEAVES FOR TOKYO NEXT WEEK AS PART OF A BILATERAL EFFORT TO EXPAND TRADE WITH JAPAN, SECRETARY OF AGRICULTURE

BOB BERGLAND, AND SPECIAL REPRESENTATIVE FOR TRADE NEGOTIATIONS ROBERT S. STRAUSS ANNOUNCED TODAY. THIS UNDERTAKING IS TO FOLLOW-UP RECENT BILATERAL TRADE TALKS BETWEEN THE U.S. AND JAPAN WHICH RESULTED IN THE ANNOUNCEMENT OF JAPANESE MEASURES TO FUNDAMENTALLY LIBERALIZE ITS IMPORT MARKET IN A JOINT COMMUNIQUE SIGNED BY MINISTER OF EXTERNAL ECONOMIC AFFAIRS NOBUHIKO USHIBA AND AMBASSADOR STRAUSS ON JANUARY 13.

THE U.S. BEEF TEAM WILL BE MEETING WITH THEIR JAPANESE COUNTERPARTS IN TOKYO THE WEEK OF MARCH 12 TO DISCUSS THE IMPLEMENTATION OF JAPAN'S EXPANDING IMPORT PROGRAM FOR HIGH-QUALITY BEEF. THE DECISION TO FORM THE BEEF GROUP FOLLOWED THE JOINT COMMUNIQUE THAT INCLUDED PROVISIONS TO "MAKE MUTUAL EFFORTS TO EXPLOIT DEMAND SO THAT WITHIN THE HOTEL AND GENERAL QUOTAS THERE WILL BE AN INCREASE IN IMPORTATION BY 10,000 TONS ON A GLOBAL BASIS BEGINNING IN THE JAPANESE FISCAL YEAR 1978." THE JAPANESE FISCAL YEAR BEGINS APRIL 1.

TEAM MEMBERS WILL INCLUDE ALAN R. MIDDAGH, DENVER, LIMITED OFFICIAL USE

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PRESIDENT OF THE U.S. MEAT EXPORT FEDERATION; DR. LAFAYETTE TENNISON, THE FEDERATION'S TOKYO REPRESENTATIVE; SAMUEL H. WASHBURN, FOWLER, IND., VICE CHAIRMAN OF THE FOREIGN TRADE COMMITTEE OF THE NATIONAL CATTLEMEN'S ASSOCIATION; DR. JOHN MATSUSHIMA, PROFESSOR OF ANIMAL SCIENCE AT COLORADO STATE UNIVERSITY, AND SPECIALISTS FROM USDA'S FOREIGN AGRICULTURAL SERVICE. END TEXT.

3. PROPOSED RELEASE ON CITRUS TEAM VISIT, TO BE ISSUED MARCH 29. ADVANCE COPIES TO CONGRESSIONAL LIAISONS AND ALL ARIZONA, CALIFORNIA, FLORIDA AND TEXAS CONGRESS-PEOPLE.

TEXT OF RELEASE.

U.S. CITRUS EXPERT TEAM TO VISIT JAPAN

WASHINGTON, MARCH 29, 1978--A TEAM OF U.S. CITRUS INDUSTRY EXPERTS LEAVES FOR TOKYO NEXT WEEK AS PART OF A BILATERAL EFFORT TO EXPAND TRADE WITH JAPAN, SECRETARY OF AGRICULTURE BOB BERGLAND, AND SPECIAL REPRESENTATIVE FOR TRADE NEGOTIATIONS ROBERT S. STRAUSS ANNOUNCED TODAY.

THIS UNDERTAKING IS TO FOLLOW-UP RECENT BILATERAL TRADE TALKS BETWEEN THE U.S. AND JAPAN WHICH RESULTED IN THE ANNOUNCEMENT OF JAPANESE MEASURES TO FUNDAMENTALLY

LIBERALIZE ITS IMPORT MARKET IN A JOINT COMMUNIQUE SIGNED BY MINISTER OF EXTERNAL ECONOMIC AFFAIRS NOBUHIKO USHIBA AND AMBASSADOR STRAUSS ON JANUARY 13.

THE U.S. CITRUS TEAM WILL BE IN TOKYO THE WEEK OF APRIL 2 AND WILL BE DISCUSSING THE EXPANSION OF CONSUMPTION AND TRADE OF FRESH AND PROCESSED CITRUS PRODUCTS, INCLUDING JUICE BLENDING WITH THEIR JAPANESE COUNTERPARTS. THIS U.S./JAPAN INTER-INDUSTRY CITRUS GROUP HAS BEEN ASKED TO "STUDY THE PRESENT STATE AND FUTURE DEVELOPMENTS IN THE LIMITED OFFICIAL USE

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CITRUS SITUATION" AS WELL AS TO DISCUSS THE IMPLEMENTATION OF JAPAN'S AGREEMENT TO INCREASE THEIR ORANGE IMPORTS BY THREE-FOLD TO 45,000 TONS AND THEIR QUOTA FOR CITRUS JUICE BY FOUR-FOLD TO 4,000 TONS.

THE MEMBERS OF THE U.S. CITRUS TEAM ARE DONALD M. RUBEL, CHAIRMAN, ARLINGTON, VIRGINIA; WILLIAM K. QUARLES, PRESIDENT OF THE CALIFORNIA/ARIZONA CITRUS LEAGUE, VAN NUYS, CALIFORNIA; RUSSEL HANLIN, VICE PRESIDENT OF THE SUNKIST GROWERS, INC., VAN NUYS, CALIF.; EUGENE SHAMON, PRESIDENT OF THE PARAMOUNT CITRUS ASSOCIATION, INC. SAN FERNANDO, CALIFORNIA, JAY HOLFORD, PRESIDENT OF THE TEXAS CITRUS EXCHANGE, MISSION, TEXAS; ROBERT EGAN, EXPORT MANAGER OF D-N-E SALES, FORT PIERCE, FLA.; WARREN SAVANT, EXECUTIVE VICE PRESIDENT OF THE FLORIDA CANNERS ASSOCIATION, WINTER HAVEN, FLA.; AND MARVIN MCNAIR, ADMINISTRATIVE ASSISTANT TO THE VICE PRESIDENT OF SEALD-SWEET GROWERS, INC., TAMPA, FLA. THEY WILL BE ACCOMPANIED BY SPECIALISTS FROM USDA'S FOREIGN AGRICULTURAL SERVICE. END TEXT

4. WOULD APPRECIATE RECEIVING COMPARABLE GOJ RELEASE IF ISSUED. VANCE

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Message Attributes

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